



BRAND EXPERIENCE

Brand identity

The process

- **The Brief**
- **Market Research**
- **Initial design concepts**
- **Final design concepts**
- **Copyright**
- **Implementation and corporate identity manual**
- **Marketing**

The brief

- Your objective is to MEET THE BRIEF
- **Never** miss an agreed deadline
- The brief will be written and verbal
- Include: Objective, time scales, budgets
- You are welcome to speak to the company or organisation on any points that you wish clarified
- Try to extract the best brief you can

Market research

Your market research should be targeted at :

- Existing Customers
- Potential customers
- Employees
- Shareholders
- The competition
- Trends in the business
- Awareness of global issues

How will you carry out the research?

- Focus groups
- Questionnaires ,email, telephone interviews
- Personal interviews
- Internet
- Observation

BRAND ENVIRONMENT

The physical manifestation of the brand and its application to physical space.

Annual reports

Banner for website

Letterheads

TV advertising

Memos

Poster advertising

Envelopes

Ambient advertising

Signage and Livery

Staff uniforms

Newspaper and magazine Ads

Press releases

All design would need to take into consideration different
colour budget and method of production

e.g. Newspaper, print, web, silkscreen, litho, signage, fabric

Final design concepts

Presenting your concepts

Present your work in hard copy form mock ups, as well as on PowerPoint, CD or presentation boards.

Check ahead location equipment and personnel that will be present.

Your style of presentation goes a long way to winning the account.

The Advertising Campaign

Radio Advertising

Newspaper and magazine

Web site banner advertising and hyper links on host sites

Bus sides in towns, bus shelters

TV Advertising

Taxi cabs

Train stations/ ticket offices

Cinema advertising

Direct mail

AIDA

Attention

Interest

Desire

Action

The Advertising Campaign

Aim to fulfil the following criteria:

- To be visually exciting, positive and attract attention
- To create an interest
- To spur people into action
- To be cost effective in reproduction
- To be reproduced in various forms of media clearly and effectively
- To involve the support of famous, credible, influential personalities
- To be carried out to an effective and agreed time schedule
- Linked with other promotional activities

Guerrilla Marketing

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Using the media with PR

- The Company Website
- Posting information on news websites
- Supplying editorial for local and national press, magazines and publications, forging relationships with various editors
- Interviews on TV and Radio magazine programmes. e.g. This morning and Radio Wales.
- Company magazine
- Press releases via email to customers

Sponsorship

- Television programme / Sky channel sponsorship
- Featured topic in soap operas, product placement
- Display placement in programming
- Major sporting events
- Corporate sponsorship – wage packets
- DVLC – Car tax reminder inserts
- Amenities e.g. Gas , Electricity ,water bills
- Product sponsorship
- Award ceremony sponsorship
- Bus/train tickets